

Magnuson Park Sand Point Historic District Realizing the Vision

**Sand Point Overlay District
Sign Code Amendments**

September 2010



Magnuson Park Sand Point Historic District Realizing the Vision

Why are Commercial Signs Needed in Sand Point?

More than two dozen tenants conducting daily operations

Many buildings and facilities spread out over 100 acres





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Why are Commercial Signs Needed in Sand Point?

- Commercial signs not permitted in single family (SF 7200) and multifamily (L 3) zones except in limited circumstances
- Increased daily visitors due to renovated buildings
- Layout and building sizes resemble commercial or industrial districts, not a residential district
- Building entrances oriented toward internal streets
- To improve visitor wayfinding



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Past Public Outreach on Signs

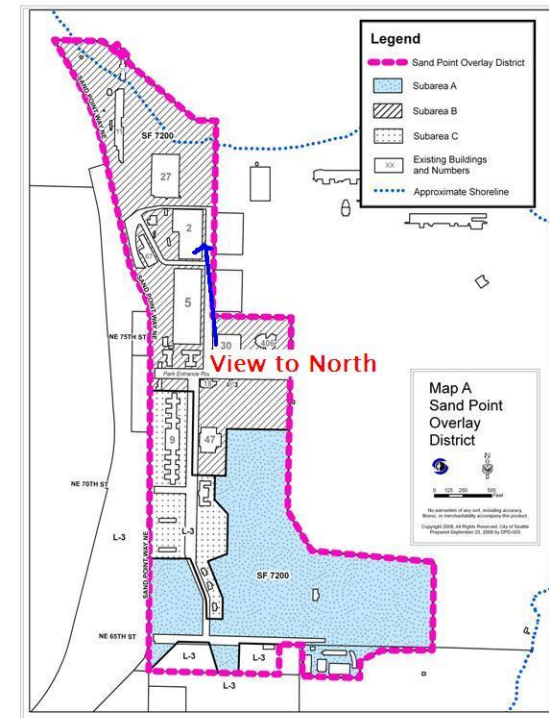
- October 2006 – Public Open House on original concepts
- September /October 2006 – Community Council Presentations
- September/November 2006 – Park Board Presentation
- February and April 2010—Presentations to the Magnuson Park Advisory Council and newsletter article
- June 2010—Meeting with MPAC Sign Subcommittee
- Based on public comment, proposal to allow electronic message board and roof signs removed



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Sand Point Overlay District – Existing

Permitted Signs: No commercial signs permitted, except that a non-residential use may have one wall sign (maximum 15 SF)

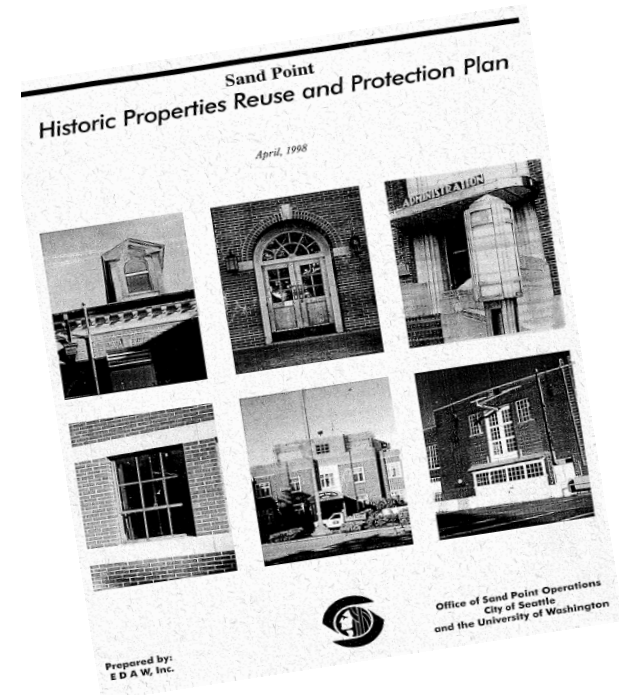




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Sand Point Overlay District Proposed Sign Code Amendments 2010

- No flashing, changing-image or message board signs permitted
- Signs may be externally illuminated or non-illuminated
- Individual channel cut letters may be electric
- Sand Point Historic Preservation Coordinator reviews sign applications relative to parameters listed in the Sand Point Historic Properties Reuse and Protection Plan





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Signs on buildings

- Each business permitted one, maximum 16 square foot projecting sign
- Each business also permitted one, maximum 48 square foot wall, ground, projecting, awning, canopy or marquee sign for each 300 feet of roadway frontage. Can combine allowed signs for a maximum of 100 square feet
- Multifamily Identification signs – one per frontage; maximum 24 square feet



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Signs directing to tenants and buildings

- Off-premises directional signs allowed within 1500 feet of commercial tenant, and maximum number limit. Maximum 24 square foot size.
- Sand Point District Sign and the tenants located within the District or building are allowed; maximum number limit. Maximum 48 square foot size.
- Sand Point District Sign: maximum size of portion of sign that lists the business is 16 square feet. Business portion must be at least 8 square feet smaller than part of sign identifying name of District or building.



Building 27 Sign Possible Under
Proposal



Building 11



Building11



$$9'10'' \times 2'10'' = 28\text{sf}$$



Building 11: Possible Signs Under Proposal



$$12'4'' \times 2'10'' = 35\text{sf}$$

Building 11: Possible Signs Under Proposal



$$7'4'' \times 2'11'' = 21\text{sf}$$



Building 11: Possible Signs Under Proposal



$$15'0'' \times 2'9'' = 41\text{sf}$$



Building 11: Possible Signs Under Proposal



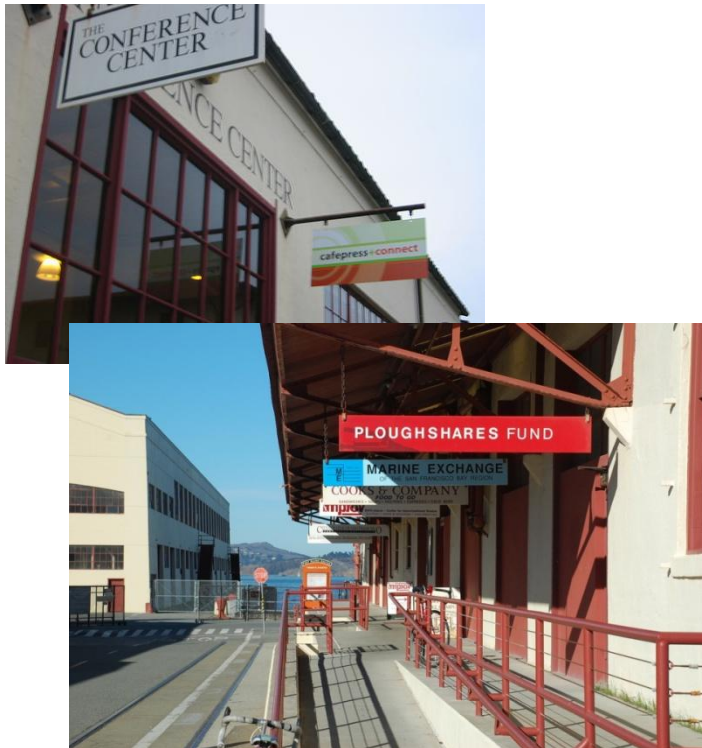
$$7'5'' \times 2'4'' = 17\text{sf}$$

Building 11: Possible Signs Under
Proposal



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Comparable Historic Districts



Fort Mason Center, CA



NAS Brooklyn, NY – Gateway National Park



Magnuson Park

Sand Point Historic District

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